



## MBA CONSULTING PROGRAM

### OVERVIEW

#### Background

Connect to Success (C2S), sponsored by the U.S. Embassy, aims to strengthen the Portuguese economy by supporting the growth of women owned businesses (WOBs). C2S is also a means of promoting gender equality.

C2S's MBA Consulting Program provides WOBs with an opportunity to get specific business challenges addressed by select teams of MBA and Masters Students. This program also provides the students to apply their newly acquired business and problem solving skills to real projects, thereby, gaining practical experience and insight.

We are pleased to announce that Catolica Lisbon School of Business and Economics, Nova School of Business and Economics, and University of Porto Business School are offering C2S's MBA Consulting Program as an elective again in the Fall Semester of 2015.

#### Who Can Apply?

As with all C2S programs, WOBs must be at least 50% women-owned to participate. Before completing the application for the MBA Consulting Program, the WOB must register, through the WEConnect International (WeConnect) site: <https://weconnectinternational.org/en/register/enetwork>

The C2S MBA Consulting Program is tailored for WOBs who are interested in working with a consulting team, comprised of business school students, to help their businesses become more efficient, expand and grow. WOBs with the following needs represent some of the ideal candidates for the consulting initiative:

- Elaborating on a Business Plan;
- Financial or Data Analysis;
- Financial Management (*accounting, budgeting, investments, etc.*);
- Real Estate Planning and Analysis;
- Market Research and Strategy;
- Developing, or Elaborating on, a Marketing Plan
- Information Systems and Technology Applications;
- Financing/Fund Development Strategy;
- Internationalization; and
- Human Resources, Talent Development & Management related issues.

If your business was chosen for the first edition of the C2S Corporate Mentoring Program, it will not be eligible for the 2015 MBA Consulting Program.

## General Framework

The MBA Consulting Program is an intensive field based experience that lasts for one semester. Teams of two to five students prepare a formal scope of services to be provided followed by the timely implementation of an agreed upon work plan and deliverables. Students request the project of their choice based on their individual goals, interests and areas of expertise. The instructor makes the final assignments making every effort to ensure that the overall team is well matched to the project. Please note, the specifics of the programing will vary by University.

## Timeframe

The MBA Consulting Program will launch for the Fall semester of 2015. Please note, the specifics of the timing will vary by University.

## Best Practices

Students perform much of the work off-site with frequent communication with the WOBs. The number of on-site or in person communications will depend on the project. To ensure that consulting teams and WOBs gain the maximum benefit from this program it is advised that:

- Prior to the start of the project consulting team members sign Nondisclosure and Confidentiality Agreements;
- WOBs are respectful of the fact that the student consulting teams are being graded on these projects and that they provide timely responses to all consulting team requests;
- Students recognize that their suggestions and solutions are being relied on by real, not theoretical, businesses;
- The scope of purpose and expected outcome of the final deliverables are realistic in light of the allotted time frame and are detailed and agreed upon in writing by the WOB and the consulting team;
- A project leader from the WOB, is named as the primary point of contact;
- Students are provided access to all requested data and staff; and
- WOBs secure support by their leadership teams to integrate consulting team suggestions and solutions.



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### APPLICATION PROCESS

#### Step One: Submit Application

WOBs interested in applying for the C2S consulting program must complete the self-registration prior to applying to the Program through the WEConnect site (<https://weconnectinternational.org/en/register/enetwork>). Once the registration at WeConnect is completed submit the [attached application](#), and any supporting documentation, to the C2S team at the following email: [CTSLisbon@state.gov](mailto:CTSLisbon@state.gov). **Applications will not be accepted later than 11:59 PM on June 26, 2015.**

#### Step Two: Application Review and Selection

After review and approval by the MBA Consulting Program's Executive Council, which will be composed of a representative from each of the participating universities, a group of WOBS will be invited to present their projects in the fall to a university or universities. Projects will be selected based on the number of consulting teams, available interests and student expertise. Please note, the process will be competitive, and limited to the number of student groups available to provide consulting teams. WOBS are expected to be notified, in September, through the C2S Facebook page [www.facebook.com/connecttosuccessportugal](http://www.facebook.com/connecttosuccessportugal) if they are selected to present their project to the universities.

#### Step Three: Announcement of WOBS Selected for the Fall Semester MBA Consulting Program

After presentations are made by the selected WOBS to the universities the WOBS will be selected for the Fall Semester. There will be a reception at the Residence, publicly announcing the selected WOBS.